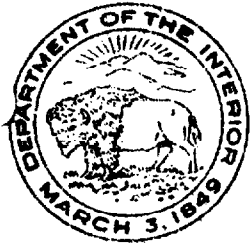


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DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

For Release to PM's, APRIL 30, 1956

SURVEY INDICATES GREATER PROFIT IN FISH SERVINGS

Serving for serving, there is as much profit for the restaurateur in fish and shellfish as there is in steak, roast beef, roast pork or chicken, and in some instances there is more.

At least that is what two-thirds of the operators of public eating places reported to the Fish and Wildlife Service in a recent study of a sample of 4,500 establishments. These operators are representative of the 208,000 public eating places in the United States which serve fish and shellfish.

According to John L. Farley, Director of the Fish and Wildlife Service 40 percent of the managers contacted in the survey reported that there is more profit in a serving of fish than in a serving of steak and another 29 percent say there is just as much.

In restaurants doing business of \$100,000 a year or more, nine out of ten operators say there is as much or more profit in fish than in steak, serving for serving. Sixty percent of these managers say there is more profit in fish.

The study was made by the Fish and Wildlife Service as part of the Saltonstall-Kennedy program for market development for domestically produced fish and shellfish. Interviewing and field work were conducted by the Bureau of the Census.

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